

## **Abstract**

The diploma thesis “Construction of Czech national identity in Czech print media: a qualitative analysis of Mladá fronta DNES and Právo daily newspapers in the years 1999 and 2004“ is concerned with the media constructing of Czech national identity in the content of two significant Czech print dailies. The concrete period chosen for the analysis of the construction is from 1<sup>st</sup> until 31<sup>st</sup> March in 1999 and it involves the accession of the Czech Republic to NATO (12<sup>th</sup> March), in the year 2004 the period is from 19<sup>th</sup> April until 19<sup>th</sup> May and it contains the accession of the Czech Republic to the EU (1<sup>st</sup> May). The qualitative method is used for the study of the construction. It is dealt with as an interpretative analysis of the text. With the aid of the relevant literature the study analyzes and interprets the found constructions of Czech national identity. It examines what identity and character and which traditions and attributes are given to the Czech nation by selected newspapers. It notices potential differences and uniformities between both newspapers and between 1999 and 2004. The analytical part of the thesis is complemented by the theoretical part and the methodology. The methodology describes the chosen technique of the analytical work. The theoretical part includes description of the period situation, the media situation of the era and the treatise on the national identity, media construction and social construction of reality. In this study the period context (social, political, economic etc.) is considered as a main source and condition of the constituting of the specific media construction of Czech identity.